



### **Tourism Subgroup – Vision Strategies**

**Vision:** To create the optimum environment which maximizes tourism expenditures and taxes and, thus, creates and sustains tourism jobs in the Commonwealth. To achieve the foregoing, it is acknowledged that increased tourism and film marketing and increased rural and urban tourism development is required.

**Approach:**

- I. Support Governor Bob McDonnell's platform to double the VTC's marketing and development budget, provide competitive tools to the Virginia Film Office, expand Virginia Wine and Agri-tourism, optimize our State Parks and fully utilize Welcome Centers and Rest Areas.
  - i. Comment: To maximize tourism expenditures the state must invest more in tourism and film marketing. This will create a greater tourism and film economic impact, which will, in turn, create and sustain more jobs.
- II. Establish two pronged approach to tourism development and job growth: A rural strategy and an urban (or dense tourism product) strategy.
- III. Consider return on investment, job creation and state and local revenue for each strategy.

**Strategies:**

- I. Identify by locality what product development is needed. (For example, an entertainment center for Virginia Beach; a hotel and more restaurants for Patrick County).
- II. Using VTC data and locality needs data, determine what product development strategies are needed for both urban and rural Virginia to expand Virginia's tourism footprint and attract more visitors.
- III. Determine what, if anything, is needed in the area of Sports Marketing, Horse Racing and Outdoor Recreation. Discuss collaboration and coordination of marketing resources and efforts.
- IV. Develop a strategy to maximize economic impact of Agri-tourism, particularly Wine Tourism Marketing and Development, including utilization of off-site permits.
- V. Working side by side with Department of Business Assistance, determine what unique programs are required to inspire tourism entrepreneurs and match them with the localities' needs.

- VI. Benchmark with other states to determine what tourism development programs are currently being deployed by the competition; recommend that Virginia Tax Department explore impact if deployed in Virginia.
- VII. Endorse the Governor's platform to restrict expansion of law to allow localities to open before Labor Day.
- VIII. Explore and endorse strategy to maximize Rest Area and Welcome Center operations.
- IX. Get recommendations on a multi-tiered approach to Film Production based upon availability of more state investment, including Digital Media and Commercial Advertising Production.
- X. Consider ways to improve and expand film production studies in higher education system.
- XI. Identify potential revenue sources for sustaining tourism funding, including license plates and permanent funding formulas.